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May 3, 2000

TO: Mike Vitkiewicz, Manager
Special Assessments Unit
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District Property Owners Association

SUBJECT: First Quarter
January 1, 2000 through March 31, 2000

As is required in our Agreement with the city of Los Angeles, I am submitting our First Quarter Report to summarize key activities of the Hollywood Entertainment District. This report covers both BIDs – Phase I and Phase II. The activities will generally refer to the entire District, unless activities specific to one of the Phases are important to highlight.

I. Operational Issues

- ▶ The 1999 Annual Report was prepared, summarizing the programs, financials and accomplishments for both the Phase I and Phase II BIDs in time for the March 31, 2000 deadline. The reports were submitted to the members of the Phase I and Phase II Advisory Boards, and to the city.
- ▶ In February, property owner Aaron Epstein filed his intent to appeal the Superior Court ruling from last summer. He filed his opening brief in March. Morrison sent a letter to property-based BID's throughout the state, apprising them of this precedent setting court case, and asking for contributions to a legal defense fund.

II. Security

- ▶ The HED Board submitted a plan to the CRA to utilize the \$86,000 remaining in the HCIP Security grant. The plan calls for a combination of early-morning patrols, in which the security team arrives early (e.g., 6 a.m.) four days a week to patrol the entire BID and late night weekend patrols (ending at midnight) for one or two weekend nights a month, depending upon the season. When HCIP funds are used, the Western/Hollywood MTA station is also patrolled.

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III. Maintenance

- The city completed requisite agreements and contracts to transfer management responsibility for the Hollywood Vine Assessment District to the Hollywood Entertainment District Property Owners Association. The previous vendor, Hollywood Beautification Team, completed their responsibilities as of February 26 and California Street Maintenance, the HED's existing maintenance vendor, assumed these duties on February 27.
- The contract with California Street Maintenance, which was scheduled to expire on April 30, 2000, was extended until December 31, 2000. The \$565,770 contract covers HED-related duties and Hollywood-Vine Assessment District duties (which amounts to \$240,000 of the total),

IV. Streetscape Issues

- Tree Planting Project: The Board authorized retaining legal services to draft a contract to govern the \$418,000 tree planting project between HED and HBT. Sheppard, Mullin, Richter & Hampton was hired for this task. A construction manager, KDG, was hired to assist the HED staff with the project.
- Several streetscape projects, funded by the Hollywood Construction Impact Program (HCIP) grant were initiated this quarter. A \$26,000 project to replace and fix special lights (e.g., stage lights, palm tree uplights) installed for the CRA Demonstration Project in the early 90's was initiated with Jack Brogan Design Concepts. A \$45,000 project to purchase 50 new Victor-Stanley trash receptacles, and refurbish 49 existing receptacles was completed this quarter.
- An open meeting for HED property owners was held on January 13 at which the consultant to the Sign Task Force presented the initial recommendations for a potential sign overlay zone. Property owners were asked to submit written comments to the Task Force, which were analyzed in February, and resulted in a refinement of the recommendations. Separate meetings were held with representatives from Hollywood Heritage, the CD-13 design review committee, and Al Nodal of Cultural Affairs to further refine and seek input on the signage recommendations.

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- ▶ A subcommittee of the Streetscape Committee was formed to work with the city on the design and features of a refurbished street lighting system for Hollywood Boulevard.

V. Marketing

- ▶ The HED banner program was implemented in on February 25 when the pole banners were installed.
- ▶ The HED took out an image ad in the March issue of the Hollywood Reporter.

VI. Other

- ▶ The ad-hoc BID Consortium continues to meet every four weeks. The group met on January 27, February 24 and March 22.